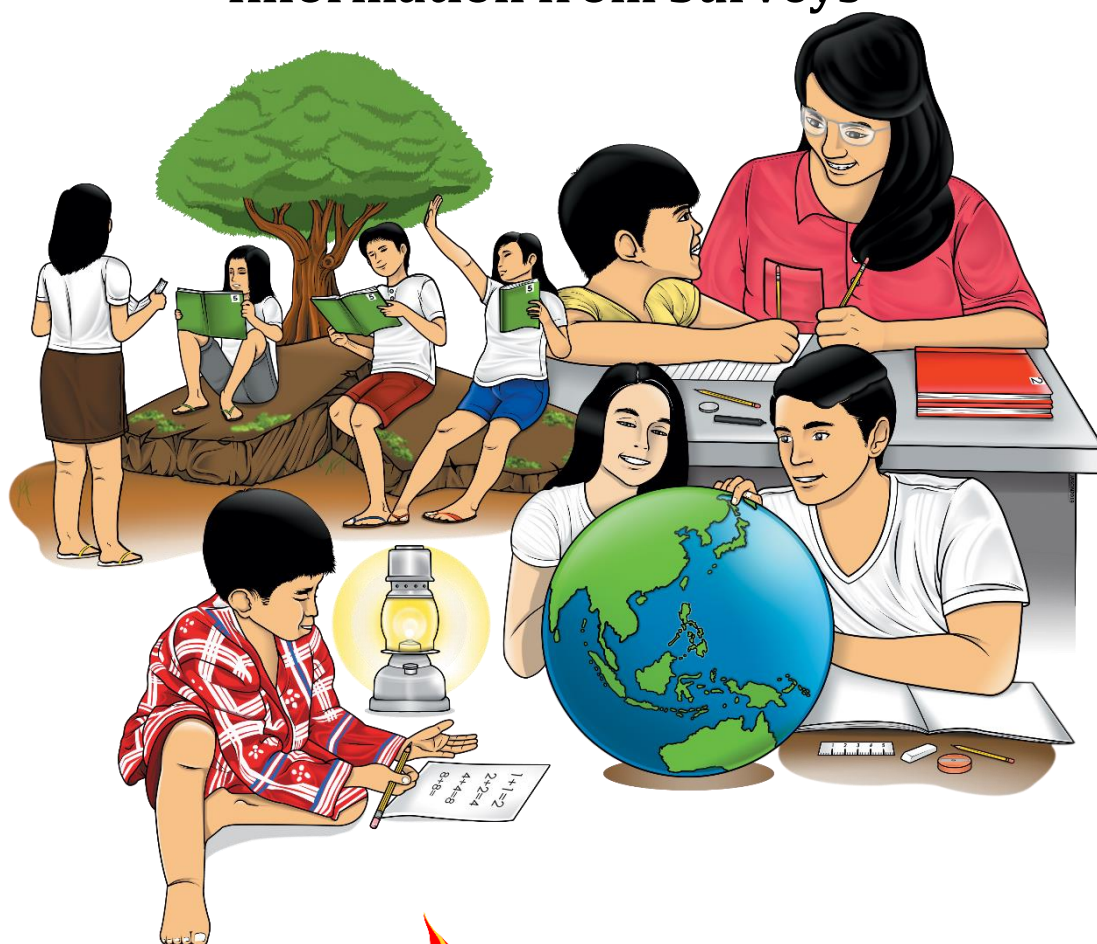


English for Academic and Professional Purposes

Quarter2–Module 7: Designing, Conducting and Gathering Information from Surveys



English for Academic and Professional Purposes – Grade 11
Alternative Delivery Mode
Quarter 2 – Module 7: Designing, Conducting and Gathering Information from
Surveys
First Edition, 2020

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English for Academic and Professional Purposes

Quarter2–Module 7:

Designing, Conducting and Gathering Information from Surveys

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check if you're learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, Notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



What I Need to Know

In this module you will be provided with some exciting and interesting opportunities in learning. In lesson one, you will learn how to make a survey questionnaire and in lesson two, you will conduct a community survey which will be very useful in your endeavor after senior high school so that you will become knowledgeable individuals. Lesson three will teach you how to gather information from surveys.

The following lessons will be discussed in this module:

- **Lesson 1 – Designing Survey Questionnaire-CS_EN11/12A-EAPP-Ile-j-7**
- **Lesson 2 – Conducting a Survey-CS_EN11/12A-EAPP-Ile-j-8;**
- **Lesson 3 – Gathering Information from Surveys-CS_EN11/12A-EAPP-Ile-j-9**



Objectives

After going through this module, in lesson 1 you are expected to:

1. Discuss how to make a survey questionnaire and the methods used to administer it.
2. Make a sample survey by using varied questions.
3. Come up with a questionnaire needed for a community survey.
4. Elaborate the value of being truthful and objective.

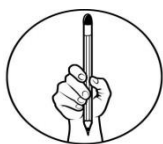
For the facilitators:

1. Introduce the lesson on designing and conducting a survey. Engage learners to do the activities religiously, and let the learners carry the tasks with ease and confidence.
2. Do the What I Know: Instruct the learners to answer the questions to test what they know about designing and conducting a survey.
3. Do What's New Activity: Activate the learners' understanding of the topics by letting them answer varied activities.
4. Allow students to read the discussion in What is It. Let the learners fully discover and comprehend all topics discussed in this module.
5. Let the learners answer the activities on What's More. Check if they have understood the topics. Deepen their understanding by completing the guided questions in the What I Have Learned section.
6. Assign the students to do What I can Do activities that shall transfer knowledge gained or skills learned into real life situation.

General Instructions

Now that you are holding this module, do the following:

1. Understand carefully the objectives and directions in each lesson.
2. Comprehend well each lesson discussed.
3. Engage actively in every activity provided.
4. Answer honestly the pretest and posttest given.
5. Experience actual survey in your community using social media platforms.
6. Write a survey report that will open doors for improvement.



What I Know

Instructions: Consider yourself as a respondent and answer the questions below. On the space before each number, write **T** if you think the question is clear and understandable and it does not create any difficulty and confusion and **F** if it is confusing or difficult. Write your answers on a one- whole sheet of paper.

_____ 1. What medium of communication do you use to become updated with current events?

Magazine or Newspaper

Radio

Television

Internet

_____ 2. What is your most usual means to become updated with current events?

Magazine or Newspaper

Radio

Television

Internet

_____ 3. Enter in the boxes opposite the three options you selected below

Option A

Option B

Option C

Option D

Option E

Option F

--	--	--

_____ 4. Below are the features of camping holiday. Indicate their importance to you by numbering them from 1 to 4 where 1 is the most important.

People

Cost

Open Air

Mobility

Atmosphere

_____ 5. "Have you been to an out-of-town trip recently?"

_____ 6. "Have you been to an out-of-town trip in the last two weeks?"

_____ 7. "Do you think women should eat less and exercise more?"

_____ 8. "Are you against a ban on marijuana?"

_____ 9. Give your age on 1st June 2019 _____ years.

_____ 10. Are you...

_____ Under 18

_____ 18-65

_____ Over 65



Key to answers on page 19

The Reports, Survey Questionnaire and Methods of Administering It



What Is It

The Various Kinds of Reports

Reports are more likely needed for business, scientific and technical subjects, and in the workplace. They are of different types and they differ in their aims and structures.

TYPES	DEFINITION/ DESCRIPTION	OBJECTIVES
1. Survey Report	It is written after getting data from a survey.	To collect people's responses or answers about a particular issue or topic
2. Laboratory or Scientific Technical Report	It is commonly called lab report. It is written in a formal and organized manner.	To present results or findings from experiments.
3. Field Report	It is sometimes called trip report.	To describe and analyze a systematic observation.

Among the types of reports, survey is the most popularly and widely used as it is the easiest way to gather information about any topic or issue from a big number of people or groups.

Survey Questionnaire

It is a data gathering tool composed of a set of questions used in a survey and is utilized in various fields such as politics, research, marketing, media and so on. It is intended to gather data, views, opinions and others from individuals or a particular group of people.

It is an important tool used in order to collect the necessary information that will benefit the people and the community.

Methods of Administering a Survey

Administering a survey is a systematic way of achieving certain goals. The following methods are introduced by Sarah Mae Sincero (2012).

1. Personal Approach

This process of conducting the survey involves the researcher. It is used to probe the answers of the respondents and at the same time, to observe the behavior of the respondents, either individually or as a group.

a. Face-to-face Structured Interview

The interview is set personally, and the people involved face each other in order to gather the necessary information. Questions on the survey are asked directly to the respondent by the researcher.

b. Telephone Survey

The survey is done using telephone or cellular phones. The calls are made to ask individuals about certain questions. This method can be used for asking consequential questions.

2. Self-administered Approach

In this type of approach, the survey is administered without the actual presence of the researcher and the respondents are expected to accomplish the survey independently.

a. Paper-and-pencil Survey

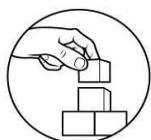
This is a traditional method of administering a survey which entails that respondent be or are accompanied by someone who is computer literate.

b. Online Survey

This is a useful technique especially for studies which include many respondents from different locations. This is used to gather information from respondents who live in different areas. This enables all participants to answer through different online platforms.

c. Mail Survey

This popular tool requires an easy- administering of the survey where survey questionnaires are mailed to individuals who are given enough time to read and ponder on the information asked.



What's New

Activity 1.1 “Let’s Complete It”

Directions: As you analyze the information above, complete the given table with what you think are the advantages and disadvantages of each method. Write your answers on a one- whole sheet of paper.

Method	Advantages	Disadvantages
1. Face-to-face Structured Interview		
2. Telephone Survey		
3. Paper-and-pencil Survey		
4. Mail Survey		
5. Online Survey		

Dos and Don'ts of a Survey Questionnaire

Concise and easy to understand questions lead to a successful survey. Thus, a well-designed survey questionnaire will ensure an effective data and information gathering.

A survey questionnaire should be well-constructed so that the respondents could understand it thoroughly and be motivated to complete it. Therefore, a questionnaire... (Mora, May 11, 2016)

1. Should use words that have clear meaning
The questions should not be vague and difficult to comprehend so that the questionnaire will not be left unanswered.
2. Should cover all possible options.
The respondents should be given five ranking options at most so that they will not be tired of choosing from a lot of options which do not give the choices they are looking for. If this will not be observed, this will lead to an abandoned questionnaire.
3. Should not ask two or more questions in one sentence.
The question should focus on one topic or item at a time so that the respondents will not be confused with choosing answers.
4. Should provide an out-option.
The survey should give the respondents the option to choose "Does not apply or "None" for questions they do not feel comfortable answering.
5. Should provide appropriate time reference.
Respondents could not easily recall past experiences and be doubtful as to the exact measurement or time they spent.
6. Should have a clear question structure.
Survey questionnaire should follow three parts: the question stem, additional instructions and response options so that the respondents will not be confused what to answer or choose. This will result in unreliable gathered data.

7. Should not include personal or embarrassing questions.
Questions should be gender and culture sensitive so that the respondents may not feel awkward or embarrassed in giving their responses.
8. Should avoid double negative questions.
Double negatives may occur when respondents are asked of their agreement on a certain issue. This should be avoided so that the respondents' response will be clear and precise.
9. Should outline instructions or directions clearly and understandably.
Clear instructions will lead to positive, appropriate, and clear answers. If respondents are clearly asked and told what to do, they will also foster positive attitude towards answering the questionnaire.



What's More

“Let's Fill it Up”

Directions: Using the sample questions in the pre-test, analyze each using the guidelines on the Dos and Don'ts of effective questions. Be able to determine whether the question is effective or not (mark check). Then provide your reason. Write your answers on a one- whole sheet of paper.

Example Question (refer to pre-test items)	Effective	Not Effective	Reason
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			



What I Can Do

Directions: Suppose you are chosen as the youth representative of your town and you are asked to introduce an advocacy on youth empowerment or development. Decide what advocacy you will uphold and find out the possible response of your friends on Facebook. In order to determine the people's attitude toward your advocacy, conduct a survey by making a survey questionnaire. Consider the guidelines in constructing effective questions in your five- question survey to administer on Facebook.

Lesson

2

Conducting a Survey



What's In

In this lesson, you are expected to:

1. Follow the steps in conducting a survey.
2. Create a graphic representation to present accurate results.
3. Conduct an actual survey to gather input from the people on a particular issue in the community using social media platforms.
4. Elaborate the essence of group work and collaboration.



What Is It

A Survey is one of the best ways to know and understand the people's choices, attitudes, or feelings on certain issues. We will be able to determine the reactions of the respondents and based on the survey results, we could design some possible actions to be best done, or a solution to a problem, or a remedy to a disease or an answer to a question.

THREE STEPS IN CONDUCTING A SURVEY

There are three steps in conducting a survey.

1. Decide on a four or five option survey questions. Then make a tally chart with an appropriate heading and title.

The question should follow the guidelines of making an effective survey question. Formulate questions that address the aim and need of the research. The question should be clear, concise and efficient. The heading and the title should reflect the focus of the survey.

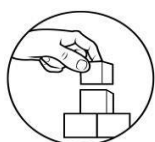
2. Conduct a survey then tally all the answers.

In conducting a survey, make sure all answers are noted. Plan for a more systematic way of tallying.

3. Count the answers marking the items with the least to the greatest tallies. Then make a graphic representation of the results.

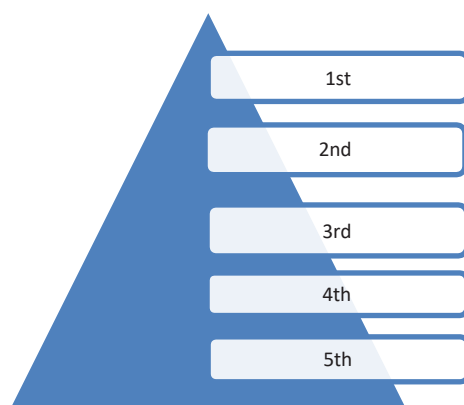
Be careful in tallying so you should observe accuracy and honesty. Results can be presented using any graphics. Most commonly used are charts and organizers. Choose the most appropriate graphics that best represent the result of the survey.

NOTE: When conducting a survey, you must observe ethics. You should write a letter of consent. In the letter you should also emphasize that the information given by the respondents/ participants will be held with utmost confidentiality. You should be polite and show respect to the respondents. You should maintain a friendly atmosphere so that respondents may not feel so intimidated.



What's New

Activity 2.2 **"It's Your Turn"**



- A. Give five of your family's favorite past time activities. Rank them according to how often they are done by marking each from 1 to 5, with 1 being the most frequent.
- B. Ask each member of your family to rank his/her favorite past time activities listed in A. Just add rows to include all other members of the family.
(Please follow the given example below.)

Family members	Favorite Past time Activities (As listed in A)				
	1 st	2 nd	3 rd	4 th	5 th
Father	4	3	5	1	2

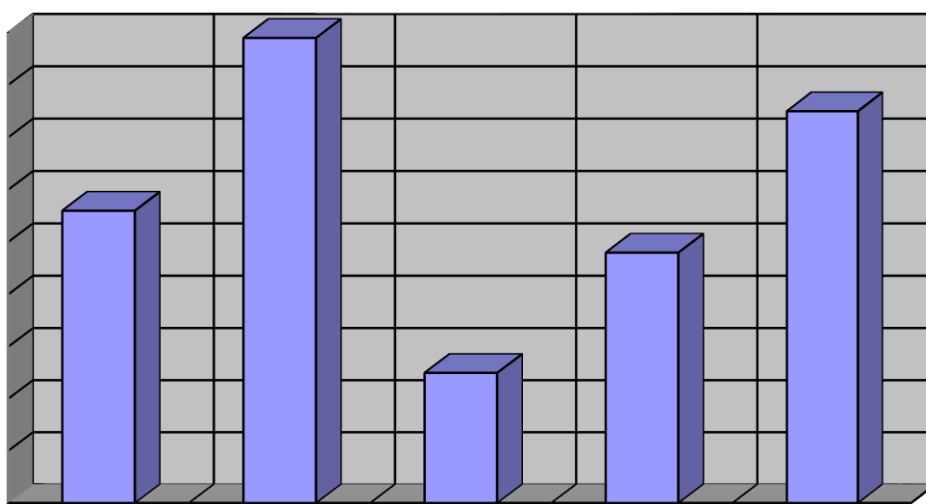
NOTE: Write your answers on a short bond paper.

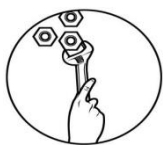
Then tally or count how many chose each activity.

Favorite Past time Activities (As listed in A)	Number of times chosen	Total
1 st		
2 nd		
3 rd		
4 th		
5 th		

- C. Draw a bar graph (similar to the given example) to show a graphic representation of your survey results. Give the appropriate data you gathered from your survey. Make sure to show the favorite pastime activities and their ranks.

TITLE





What I Can Do

“Let’s Get Involved in the Real World”

Directions: You have experienced conducting survey at home. Now is the best time to venture into the world through social media.

- A. Design an online survey questionnaire that will gather some of your Facebook friends’ values and opinions on a certain important issue in your community.
- B. Following the guidelines of constructing a survey questionnaire, make five questions.
- C. Conduct an online survey with your friends in Facebook. Send your questionnaire to SIX friends from each group category below:
 1. Junior high school students
 2. Senior High school students
 3. College/university students
 4. Professional or employed
- D. Then devise your own method in tabulating the gathered answers to your five-survey questions.
- E. Graph the results and choose your own format. (YOU MAY USE OTHER CHARTS OR ANY OTHER GRAPHIC illustrations)

I. <u>Personal Data</u>
<u>NAME of the person conducting the survey</u>
<u>Address:</u> _____
Total Number of Persons Surveyed: _____
II. Graphic Illustration of the result
III. One paragraph Explanation
IV. One paragraph Explanation
<hr/> <hr/> <hr/> <hr/>

- F. Write a one-paragraph explanation stating your findings of the survey. Submit your output to your teacher.



What I Have Learned

GETTING DEEPER!

Lesson: _____

What I want to say about the lesson: _____

What I found out: _____

1. A survey questionnaire is an effective data gathering tool and it uses either personal or self-administered approach.
2. A survey questionnaire should be clear, concise, specific and understandable. It should be properly structured and should be free from bias and prejudice.
3. In conducting a survey, the questionnaire should be well-constructed and should follow the guidelines. It should be properly gathered, tallied and represented using graphics for vividness.

NOTE: WRITE ALL ANSWERS ON A SHORT BOND PAPER.



Assessment

Directions: Analyze the given items in a questionnaire and transform the items that are not effectively formulated. Be able to consider and follow the guidelines.

1. Which of the following means do you use to become updated with current events?

Magazine or Newspaper

Radio

Television

Internet

2. What is your most usual means to become updated with current events?

Magazine or Newspaper

Radio

Television

Internet

3. Enter in the boxes opposite the three options you selected below

Option A

Option B

Option C

Option D

Option E

Option F

--	--	--

4. Below are the features of camping holiday. Indicate their importance to you by numbering them from 1 to 4 where 1 is the most important.

People

Cost

Open Air

Mobility

Atmosphere

5. "Have you been to an out-of-town trip recently?"

6. "Have you been to an out of town trip in the last two weeks?"

7. "Do you think women should eat less and exercise more?"

8. "Are you against a ban on marijuana?"

9. Give your age on 1st June 2019 _____ years.

10. Are you...

_____	Under 18
_____	18-65
_____	Over 65



Key to answers on page 19



Additional Activities

Directions:

- A. Using the bar graph you made in Lesson 2 Activity 2.2 D, get a screen shot of your bar graph or your graphic illustrations you made in What I can Do and post it on Your My Day on Face book.
- B. Make a screen shot of you post and the people who commented and send it to your teacher via messenger.



Answer Key

<p>1. Which of the following means you use most often to become updated with the events?</p>	<p>3. Choose three among the choices given and place them in the boxes provided.</p>	<p>5. "Have you been to an out of town trip in the last 30 days?"</p>	<p>7. "Do you think women should eat less?"</p>	<p>9. "Do you think women should exercise more?"</p>	<p>8. "Are you in favor of banning marijuana?"</p>	<p>9. Give your age in this year.</p>	<p>How old are in your last birthday?</p>	<p>2. TO BE RETAINED</p>	<p>NUMBERS: 2, 4, 6, 10</p>
<p>1. (Answers may vary. Students will make use of their prior knowledge on constructing correct sentences)</p>	<p>Possible answers:</p>	<p>1. Which of the following means you use most often to become updated with the events?</p>	<p>3. Choose three among the choices given and place them in the boxes provided.</p>	<p>5. "Have you been to an out of town trip in the last 30 days?"</p>	<p>7. "Do you think women should eat less?"</p>	<p>9. "Do you think women should exercise more?"</p>	<p>8. "Are you in favor of banning marijuana?"</p>	<p>9. Give your age in this year.</p>	<p>How old are in your last birthday?</p>
<p>1. (Answers may vary. Students will make use of their prior knowledge on constructing correct sentences)</p>	<p>Possible answers:</p>	<p>1. Which of the following means you use most often to become updated with the events?</p>	<p>3. Choose three among the choices given and place them in the boxes provided.</p>	<p>5. "Have you been to an out of town trip in the last 30 days?"</p>	<p>7. "Do you think women should eat less?"</p>	<p>9. "Do you think women should exercise more?"</p>	<p>8. "Are you in favor of banning marijuana?"</p>	<p>9. Give your age in this year.</p>	<p>How old are in your last birthday?</p>

CO_Q2_English11_Module7

Lesson

3

Gathering Information from Surveys



What's New

In this lesson, you are expected to:

1. Identify different types of survey questions;
2. Avoid the use of biased or leading question;
3. Formulate different types of survey questions;

The task of gathering or collecting information or data from surveys requires a high level of knowledge and skill. You need to be familiar with the different types of survey questions and learn the art of formulating them before you can conduct the survey and actually gather primary data. Primary data, as the name implies, is data you as a researcher collect from first-hand sources using methods like surveys, interviews, or experiments. (<https://www.statisticshowto.datasciencecentral.com/primary-data-secondary/>)



What is it

Types of Survey Questions (Torneo et. al., 2017, 119-121)

1. Open-ended questions

These types of questions do not have predetermined options or answers. The respondents are allowed to answer the questions freely. Responses must be recorded verbatim-especially because coding and analysis will rely on the subject's exact responses. Open-ended questions often need probing or follow-up questions to clarify certain items in the subject's response. These question typically ask the "how" and "why" of something.

Example: Why did you choose to vote for candidate X? Kindly explain.

2. Dichotomous Questions

Dichotomous questions have two possible answers, often either yes/no, true/false, or agree/ disagree. These questions are used when the researcher wants to clearly distinguish the respondent's opinion, preference, experience or behavior.

Example: HIV/AIDS is transmitted through saliva:

☐ True

☐ False

3. Multiple-response questions

There are certain questions that necessitate the respondents to provide more than one answer. For example, a typical advertising survey would ask the question, "How did you find about the particular service or item"? A respondent may have encountered more than one of the probable ways.

Example: How were you able to know about the graduate program of Development Policy offered in De La Salle University? Check all that applies.

- ☐ Print Advertisement ☐ By word of mouth (friends, families, etc.)
- ☐ DSLU Website ☐ Telephone inquiry
- ☐ DSLU Social Networking ☐ Physical appearance/ inquiry page
- ☐ Others, please specify:

4. Matrix questions

There are instances where a number of questions you intend to ask have the same set of possible answers. Thus, it is possible to construct a matrix of items and answers for the sake of streamlining the survey.

Example: Qualities of a Good Leader

Beside each of the qualities of a good leader, kindly indicate how well the person in inquiry manifests the said quality with 1 being the lowest and 5 as the highest.

Sample Matrix Question Set					
Qualities/Rating	1	2	3	4	5
Integrity					
Inclusiveness					
Information-Driven					
Innovative					

Shown above is a numerical scale (matrix). The respondents are required to choose from a number of categories that determine their preferences.

Another common scale is the Likert Scale which tries to assess the subject's agreement/disagreement or approval/disapproval on a five point scale-with one end being the most positive answer, and the other end being the most negative answer. The categories correspond to the numerical values 5,4,3,2,1, and are encoded as their numerical equivalent (Singh 2007,75). The total score per item is determined. From here, you formulate your inference.

Example: Performance-Based Incentive System

The new performance-based incentive system encouraged me to work over-time.

- ☐ ☐ ☐ ☐ ☐
- (5) Strongly Agree (4) Agree (3) Undecided (2) Disagree (1) Strongly Disagree

5. Contingency Questions

Contingency questions are intended for certain respondents only, depending on the provided answers. A familiar example would be a

follow-up question provided after a respondent agrees to a certain item. Respondents are asked whether they used any illegal drugs or substances. Only those who answered yes are required to answer the succeeding items.

Example:

4. Have you ever tried any illegal drugs and/or substances?

☐ Yes ☐ No

4.1 If yes, what illegal drugs and/or substances have you used? Check all that apply.

☐ Crystal Meth

☐ Cocaine

☐ Heroin

☐ Marijuana

☐ Ecstasy

☐ Others, please specify: _____

Points to remember in crafting survey questions

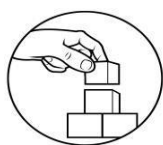
1. Keep the questionnaire as short as possible.
2. Ask short, simple, and clearly worded questions.
3. Start with demographic questions to help respondents get started comfortably.
4. Use dichotomous (yes/no) and multiple-choice questions.
5. Use open-ended questions cautiously.
6. Avoid using leading questions. Make your question ask for the other person's opinion.

Do not make it clear what your own opinion is. (This would be called a biased question or a leading question).

A bad example would be. Fishing is a very cruel pastime. Do you agree? A better question might be: Do you think that fishing is a cruel pastime?

A) Strongly agree **B)** agree **C)** neutral **D)** disagree **E)** strongly disagree

7. Pre-test a questionnaire on a small number of people.
8. Think about the way you intend to use the collected data when preparing the questionnaire.



What's More

Activity 3.: Answer the following questions on crafting survey.

1. Which of these questions are leading questions?

A leading question is one that leads the person answering it towards a particular answer.

- a. Do you agree with the majority of people that bank workers earn too much?
- b. How has this course improved your English?
- c. Do you smoke?
- d. Do you agree that giving your child a bottle is a really bad idea?
- e. How many times in the past week have you travelled by bus?
- f. How many TV sets do you have in your house?
- g. Do you agree that eating chocolates raises your IQ?

2. Here are some open-ended questions. Write suggestions for each tick boxes. The first one has been done as an example.

A. Which type of film do you like watching? Tick all that apply

Horror ☐

Comedy Action ☐

Adventure ☐

Cartoons ☐

Drama ☐

None of the above ☐

B. The company is having a party. What type of food should there be?

C. What sports should the new sport center offer?

D. What electronic gadgets do you use?

E. Give your opinion on the bus service in town.



What I Have Learned

Lesson: _____

lesson: What I want to say about the

out: What I found



What I Have Learned

GETTINGDEEPER!

Lesson: _____ **GETTINGDEEPER!**

What I want to say about the

What I found

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